

U S WEST, Inc.
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Washington, DC 20036
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EX PARTE OR LATE FILED

USWEST

G. Michael Crumling
Executive Director-
Federal Regulatory

EX PARTE

November 4 , 1998

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NOV - 4 1998

Ms. Magalie Roman Salas
Secretary
Federal Communications Commission
1919 M Street, NW, Room 222, SC1170
Washington, DC 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

RE: CC Docket No. 97-172

Today, Bob McKenna, Matt Peterson and the undersigned, representing U S WEST, met with Michelle Carey and Ann Stevens of the Policy and Program Planning Division and Paula Silberthau and Audrey Wright of the General Counsel's Office to discuss the attached charts which describe the competitive scenario in National Directory Assistance.

In accordance with Section 1.1206(a)(2) of the Commission's rules, an original and one copy of this letter and the attachments are being filed with your office for inclusion in the record of this proceeding.

Acknowledgment and date of receipt of this submission is requested. A duplicate of this letter is provided for this purpose.

Sincerely,



Attachments

cc w/o Attachments:

Ms. Michelle Carey
Ms. Paula Silberthau
Ms. Ann Stevens
Ms. Audrey Wright

No. of Copies rec'd
List A B C D E

021

U S WEST National Directory Assistance

Matt Peterson
Senior Market Mgr
U S WEST
(602) 351-5531

Nov. 1998

Objectives

- To Review

- U S WEST Service Status
- Competitive Environment
- Recent DA Advertising

U S WEST NDA Service

- USW Customers Dial 411 to any number anywhere in US
- 411 available to all CLECs
- Offered in all 14 U S WEST States
 - Began April 1997 - Colorado
 - Completed June 1998 - Nebraska
- Demand Remains Strong

Service Positions

	USW NDA	USW Local	ATT	ATT, MCI Sprint	MCI
Access	411	411	00	AC+555+1212	10+10+9000
DA Process	\$.85	Up to \$.60	\$.95	\$1.10	\$.99
	Audio	Audio	Audio	Audio	Operator
	Platform	Platform	Gateway	Platform	
	With	With	Then	With	
	Operator	Operator	Operator	Operator	
Call	No	Yes	Yes	Yes (except MCI)	Yes
Completion		\$.35	Free	Up to \$.50	Free
Coverage	14 States	14 States	50 States	50 States	50 States

DA Competitive Environment

- Key Providers include:
 - Interexchange carriers
 - Exchange carriers
 - Internet DA providers
 - Third party vendors
- Various Companies are entering at an increasing rate.
 - AT&T introduced “00” September 1997
 - MCI introduced “10-10-9000” October ‘98
 - Local Florida Sprint “411” June 1997
 - Numerous new information web-sites
- Competitors provide various degrees of information/quality.

Key Benefits

- More DA Offers/Services
- More Customer Choices
- Customers Save Money

Competitrack, Inc.

7 West 22nd Street, New York, NY 10010 (212) 604-0200

AT&T: Blue Lagoon Resort

Length: 30 Seconds First Air: Kans-07/10/98

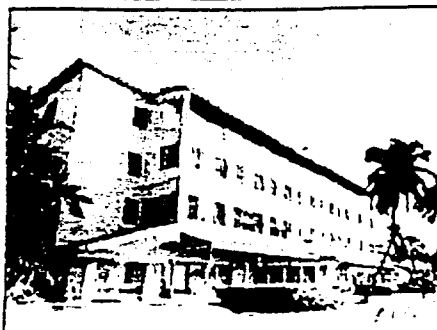
Master Code: ATTL-9915

Category: Directory & Operator Service SubCat.: National Directory Assistance



(Music)

DIRECTORY ASSISTANCE: Directory Assistance.



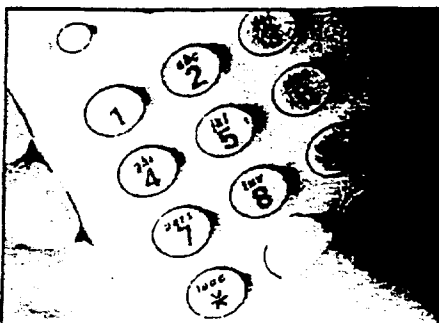
WOMAN: The Blue Lagoon Resort in Palm Beach. Uh...I don't know the area code.



DIRECTORY ASSISTANCE: That's Florida Information, ma'am.



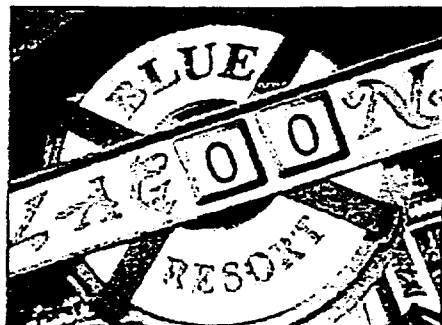
WOMAN: I have to call another number?



VOICE OVER: Forget 411 and 555-1212. Now, AT&T customers dial zero-zero.



AT&T OPERATOR: AT&T Double 0 Info, how can I help you?

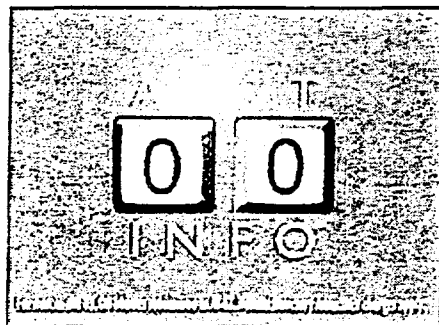


V.O.: You never need the area code.

WOMAN: Got it, I'm there.



V.O.: Get any number anywhere.

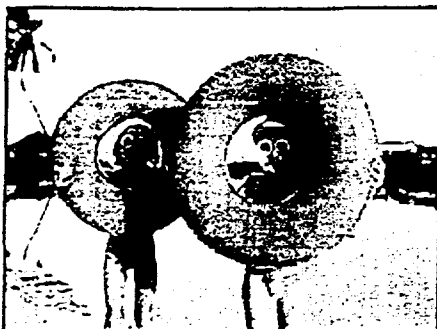


Remember, dial zero-zero. Try it.

Text: For info in the US on phones subscribed to AT&T. National Directory Assistance charges apply.



SINGER: Oh, oh...



it's magic...



(Dialing 00)
you know.

Competitrack, Inc.

7 West 22nd Street, New York, NY 10011 (212) 604-0200

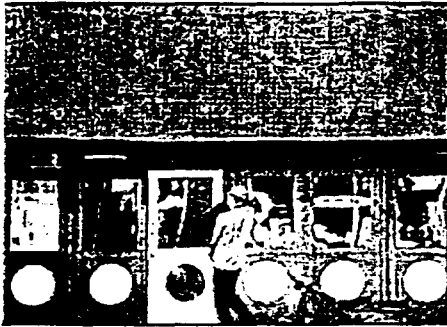
AT&T: Dog Grooming

Length: 30 Seconds First Air: Pitt-07/01/98

Master Code: ATTTL-9889

Category: Directory & Operator Service

SubCat: National Directory Assistance



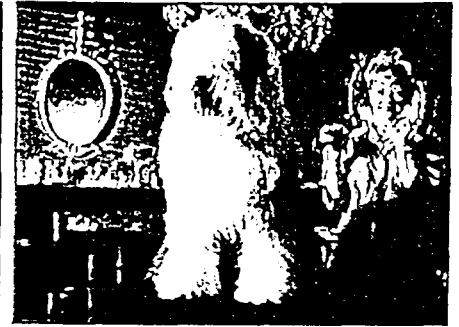
(Music)

DIRECTORY ASSISTANCE: Directory Assistance.

CUSTOMER: Uh...Punky's Dog Grooming.



DIRECTORY ASSISTANCE: I have a Punky's Hair Salon.



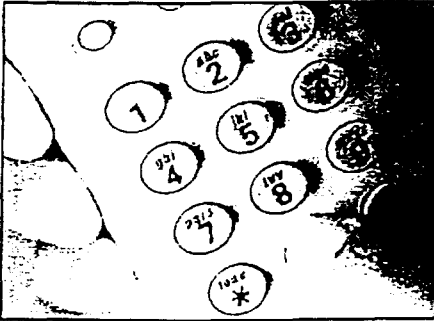
CUSTOMER: It's dog grooming. Try...

DIRECTORY ASSISTANCE: I need the name.

CUSTOMER: Ohh.



VOICE OVER: Forget 411 and 555-1212.



Now AT&T customers dial zero-zero.



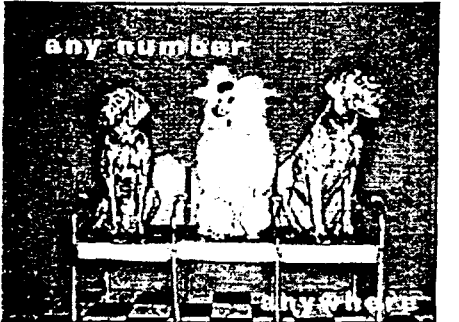
AT&T OPERATOR: AT&T Double 0 Info, how can I help you?



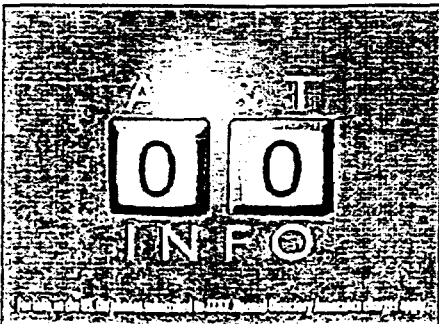
You don't need the exact name.



AT&T OPERATOR: Found it. Punky's Dog Grooming.



V.O.: Dial zero-zero for any number anywhere.



Just remember dial zero-zero.

Text: For info in the U.S. on phone subscribed to AT&T. Normal Directory Assistance charges apply.



(Musical intro)



((SINGERS): Oh, oh, it's magic...
(Dialing 00 sound)
you know.

Competitrack, Inc.

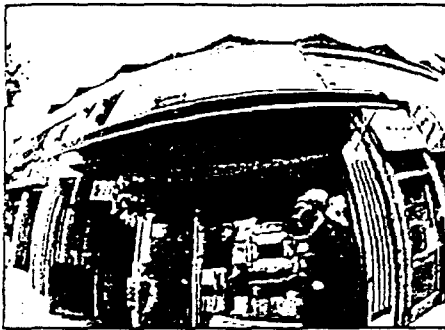
7 West 22nd Street, New York, NY 10010 (212) 604-0200

AT&T: Mystery Bookstore

Length: 30 Seconds First Air: Sat-06/04/98

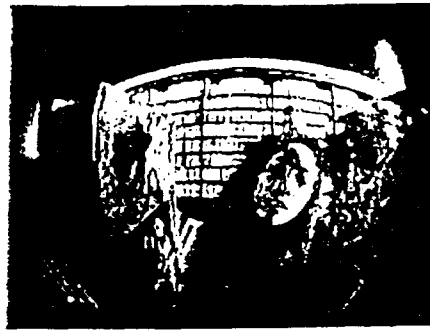
Master Code: ATITL-9882

Category: Directory & Operator Service SubCat.: National Directory Assistance



DIRECTORY ASSISTANCE: Directory Assistance.

CUSTOMER: The Mystery Bookstore.



DIRECTORY ASSISTANCE: What city?

CUSTOMER: Near Chicago.



DIRECTORY ASSISTANCE: You need the location, ma'am

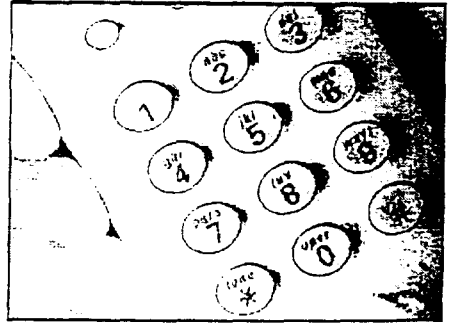
CUSTOMER: I don't have a clue.



VOICE OVER: Forget 411 and 555-1212.



Now AT&T customers...



dial 00.



AT&T OPERATOR: AT&T Double 0 Info. how can I help you?

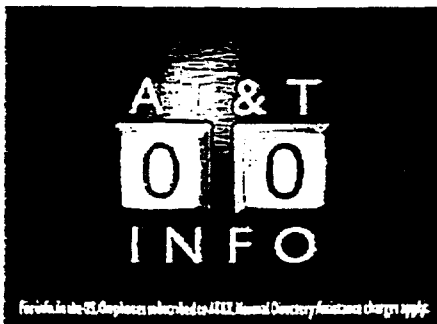


V.O.: You don't need the exact location.

CUSTOMER: Great detective work.



V.O.: Dial 00 for any number any where.



Just remember dial 00.

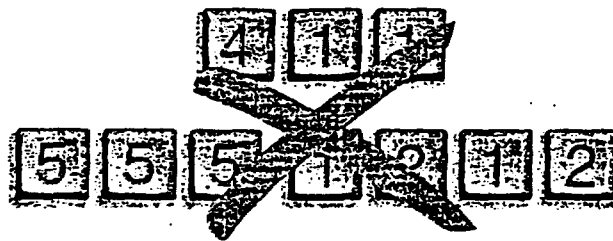
Text: For info in the U.S. on phone subscribed to AT&T. Normal Directory Assistance charges apply.



(Musical intro)



(SINGERS): Oh, oh, it's magic...
(Dialing 00 sound)
you know.



(now for any number anywhere, just dial 00)

Introducing AT&T 00 INFO.

AT&T customers, dial 00 from your home

for all local & long distance info in the U.S.

00

for an AT&T representative who stays with you

00

for when you don't have the exact name

00

for when you don't have the exact location

00

for when you don't have the area code

00

for addresses and zip codes

AT&T 00 INFO™

It's all within your reach.



AT&T

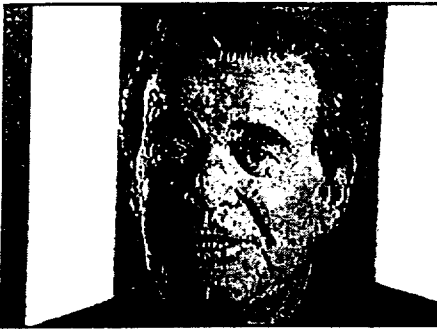
Competitrack, Inc.

7 West 22nd Street, New York, NY 10010 (212) 604-0200

Length: 30 Seconds **First Air:** Disc-10/12/98
Category: Directory & Operator

MCI: James Garner

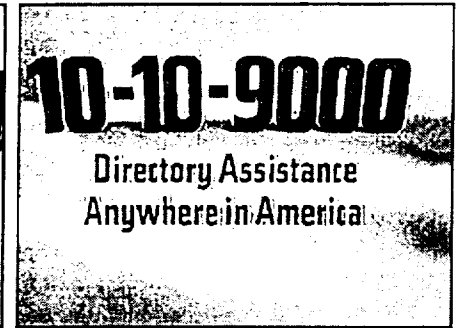
Master Code: MCITL-3072
SubCat.: National Directory Assistance



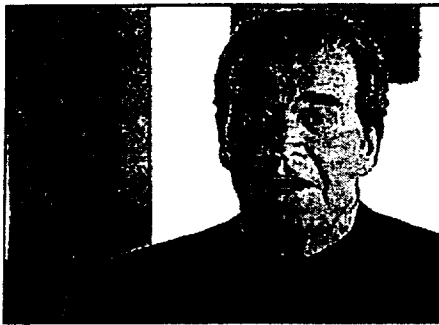
JAMES GARNER: I'd like to show you something you're really going to like.



10-10-9000.



The only number you need to get directory assistance anywhere in America.



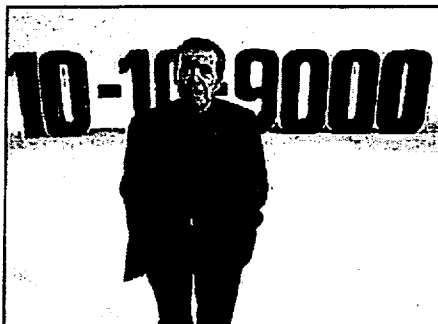
It's the easiest way to find a phone number.



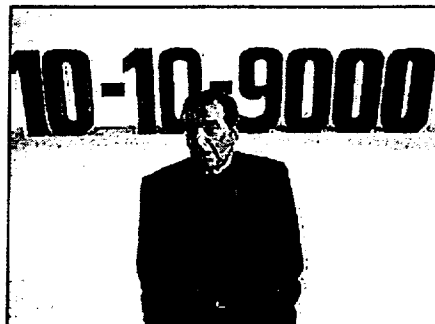
You don't need to know the area code, who can keep track of them?



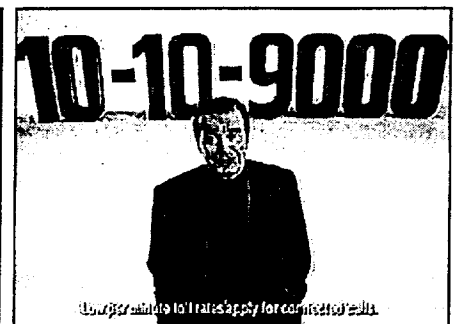
Just dial 10-10-9000...



tell the operator whose number you want and where they live.



That's it.



They find you the number, even offer to dial it for you with no connection charge.

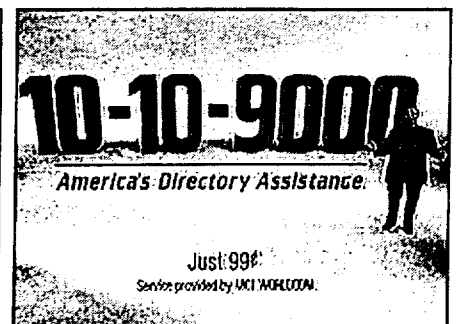
Text: Low per minute toll rates apply for connected calls.



That's pretty simple, huh?



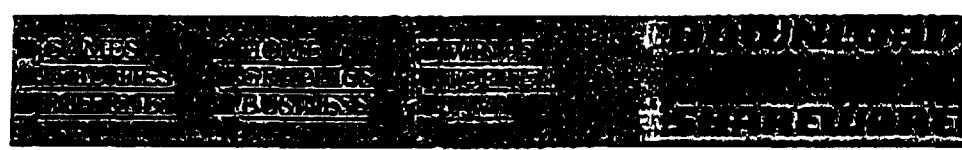
I thought you'd like it.



10-10-9000. Directory assistance for everyone in America.

Text: Just 99¢
Service provided by MCI WORLD COM

MCI



News

Front page headlines
Top News Summary
U.S. Says... Progress From
Milosevic...
Kosovo Deal Leaves Unanswered
Questing...
White House... Congress In Last Push For
Budget...
Former U.S. Army Officer Charged as
Russian...
Merrill Lynch... Streets Changing
Fortune...
Two...
Wyoming...
Supreme Court... U.S. Telephone
Competition...
Israel Says... Killers... Peace Deal
Now...
Quantum...
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10-10-9000 - Directory Assistance Made Simple
01:45 p.m Oct 12, 1998 Eastern

ARLINGTON, Va., Oct. 12 /PRNewswire/ -- MCI WorldCom today launched a new national long-distance directory assistance product, 10-10-9000 -- a fast and easy way to find a phone number without needing to know the area code. 10-10-9000 provides consumers with one number for all their directory assistance needs no matter what long-distance carrier they use.

"MCI WorldCom has led the long-distance industry by giving our customers value with simple, straightforward offers," said Patty Proferes, MCI WorldCom vice president of Specialty Brands. "10-10-9000 offers consumers the convenience of dialing one number for nationwide long-distance directory assistance. It is simply the easiest way to find a phone number."

By dialing 10-10-9000, customers receive up to two directory assistance listings for just 99 cents. Additionally, an MCI WorldCom operator will offer to dial the phone number -- and at no extra charge. MCI WorldCom customers will receive their low plan rates for the duration of the completed call.

Benefits of 10-10-9000 include:

- * 10-10-9000 is unique to the industry in that it is available to all consumers nationwide no matter what long-distance carrier they use.
- * 10-10-9000 utilizes around-the-clock, live operators to navigate MCI WorldCom's national directory assistance database and provide listings for all areas of the country.
- * 10-10-9000 provides a single number to replace the clumsy method of dialing (area code) 555-1212. With the area code "explosion" 10-10-9000 simplifies a growing consumer headache.

Personalized news

Personalized news
Business news
Personalized news

Company information

Company name
MCI WorldCom
Stock quotes
SWCOM
Company web site(s)
<http://www.wcom.com/>

<http://www.wcom.com/>
<http://www.mciworldcom.com/>
 Related industry information
 Telecommunications

facilities-based and fully integrated local, long distance, international and Internet services. MCI WorldCom's global networks, including its state-of-the-art pan-European network and transoceanic cable systems, provide end-to-end high-capacity connectivity to more than 35,000 buildings worldwide. For more information on MCI WorldCom, visit the World Wide Web at <http://www.mciworldcom.com> or <http://www.wcom.com>. SOURCE MCI WorldCom

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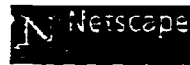


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Local information:



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AUG 10 1998

SDT

Mickey Freeman
Director-Marketing
Sprint Wholesale

9225 Indian Creek Parkway
Overland Park, KS 66210
Mailing KSCPA-10904
Voice 913 433 8013
Fax 913 433 8558

June 19, 1998

Solomon Trujillo
US West
1801 California Street
52nd Floor
Denver, CO 80202

Dear Solomon:

Now Sprint Wholesale brings information access to your customers faster and more easily with our new Sprint Wholesale National Directory Assistance with call completion platform. Conversion from our current LEC provided DA services to the new Sprint platform, which will begin in early September, will take approximately six to eight weeks to complete. The new platform offers convenience and time savings for your customers and an additional revenue stream for your company.

Sprint's database provider is one of the leading NDA database providers and is updated daily utilizing multiple data sources including LECs. Customers just dial any area code + 555-1212 for instant access to the national directory - no need to know the correct area code, and the dialing sequence is the same as it's always been. One call can do it all. Customers can get multiple listings and get connected with automated call completion for an additional charge.

We realize that it will take some time for you to adjust your billing systems to the new platforms, so Sprint is waiving the 30-cent call completion surcharge through the end of 1998.

If you receive billing data from Sprint, minor changes will be made to your billing records. These changes were outlined in an operational letter mailed to your data billing managers a few weeks ago. If you do not receive billing data from Sprint, the change will be transparent. Sprint Wholesale's Directory Assistance pricing structure will not change under the new national platform. For more information, an overview of the product is included in this package.

If you have any questions or to find out more about the reliability and responsiveness of Sprint Wholesale National Directory Assistance with call completion, please contact your Sprint account representative. As always, thank you for choosing Sprint Wholesale.

Sincerely,

Mickey Freeman
Director of Marketing

Reliability and responsiveness from a single source

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o An oversize page or document (such as a map) which was too large to be scanned into the RIPS system.

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